

AMENDMENTS TO THE CLAIMS

1. (CANCELLED)
2. (CURRENTLY AMENDED) A method comprising:  
determining that a customer is at an ordering station;  
receiving an order of the customer ~~at~~ via the ordering station;  
outputting, by an offer server in communication with the ordering station, a first offer ~~at~~ via the ordering station;  
determining, by the offer server, that the customer is at a second station; and  
outputting, by the offer server, a second offer ~~at~~ via the second station.
3. (CURRENTLY AMENDED) The method of claim 2, in which determining that a customer is at an ordering station comprises:  
detecting, via a sensor, a vehicle.
4. (ORIGINAL) The method of claim 2, in which the second offer is the same as the first offer.
5. (ORIGINAL) The method of claim 2, in which the second offer is different than the first offer.
6. (ORIGINAL) The method of claim 2, further comprising:  
terminating output of the first offer before the first offer is completed.
7. (ORIGINAL) The method of claim 2, further comprising:  
receiving an indication that the customer is not at the ordering station; and

automatically terminating output of the first offer in response to receiving the indication that the customer is not at the ordering station.

8. (ORIGINAL) The method of claim 2, further comprising:  
determining the first offer based on the order.
9. (ORIGINAL) The method of claim 8, in which determining the first offer comprises:  
determining a subtotal of the order; and  
determining the first offer based on the subtotal.
10. (ORIGINAL) The method of claim 8, in which determining the first offer comprises:  
determining at least one item in the order; and  
determining the first offer based on the at least one item.
- 11 (ORIGINAL) The method of claim 2, in which the first offer comprises an upsell offer.
12. (ORIGINAL) The method of claim 2, in which the first offer comprises an offer for an item in exchange for an amount of change due.
13. (ORIGINAL) The method of claim 2, in which the second station is a pick-up station.
14. (ORIGINAL) The method of claim 2, in which the second station is a payment station.

15. (ORIGINAL) The method of claim 2, further comprising:  
determining the second offer based on the first offer.
16. (ORIGINAL) The method of claim 2, further comprising:  
receiving a response to the first offer; and  
determining the second offer based on the response to the first offer.
17. (ORIGINAL) The method of claim 2, further comprising:  
determining whether the first offer was accepted; and  
determining the second offer based on whether the first offer was accepted.
18. (ORIGINAL) The method of claim 2, further comprising:  
determining whether the first offer was completed; and  
determining the second offer based on whether the first offer was completed.
19. (ORIGINAL) The method of claim 2, in which the ordering station  
comprises a menu board.
20. (CANCELLED)
21. (PREVIOUSLY PRESENTED) The method of claim 2, in which  
determining that the customer is at the ordering station comprises:  
sensing that the customer is at a digital menu board of a drive-through.
22. (PREVIOUSLY PRESENTED) The method of claim 2, further comprising:  
outputting an automated greeting using the ordering station.

23. (PREVIOUSLY PRESENTED) The method of claim 2, in which outputting the first offer at the ordering station comprises:

output the first offer using a digital menu board of a drive-through.

24. (PREVIOUSLY PRESENTED) The method of claim 2, further comprising: sensing that the customer has moved away from the ordering station.

25. (PREVIOUSLY PRESENTED) The method of claim 24, further comprising:

automatically terminating output of the first offer in response to sensing that the customer has moved away from the ordering station.

26. (PREVIOUSLY PRESENTED) The method of claim 2, in which the first offer comprises a first upsell offer.

27. (PREVIOUSLY PRESENTED) The method of claim 26, further comprising:

determining that the customer left the ordering station before output of the first upsell offer was completed; and

in which outputting the second offer at the second station comprises:

outputting a second upsell offer to the customer at the second station.